



Subcommittee on Communication, Education and Outreach (CEO)

Minutes

December 6, 2011 - 1:15 – 2:45 PM

ISAC members: Damon Waitt (Chair), Scott Hendrick, Phyllis Johnson, Susan Kedzie, Bob Wiltshire, Ann Gibbs, Amy Frankmann, Bonnie Harper-Lore.

NISC Staff: Lori Williams

Guests: Bob Schutzki (University of Michigan)

1. Minutes from June 14, 2011 CEO Subcommittee meeting in Denver, CO. were approved.

Action Item - Damon to send out documents to members of CEO.

2. Discussion of White Paper Trailers.

- ✓ Climate Change White Paper (Damon Waitt)
- ✓ Green Economy White Paper (Bob Wiltshire)
- ✓ Definitions White Paper (Bob Schutzki)
- ✓ Biofuels White Paper (Scott Hendricks, Need copy)
- Marine Bioinvasions White Paper.
- PCR Paper when it is ready.

Action Items

- Scott H. to send Damon Biofuels trailer.
- Bob S. to draft Marine Bioinvasions trailer.
- Damon will collate and standardize all trailers and send to CEO committee for final review.
- NISC to distribute trailers at NISAW, post on website and email to organizations on spreadsheet.

3. Communications Plan – Damon gave history of communications plan development.

Action Item – Damon to send final draft to CEO committee members for one final review before being distributed to ISAC for approval.

4. NISAW 2012 – Lori went over NISAW planning efforts (February 28 – March 2, 2012) including program awards. More detailed discussion of NISAW occurred in the Organizational Collaboration subcommittee.

Action Item – None.

5. Update on NISC website and newsletter – Newsletter is on hiatus until a NISC secretary is hired. Should be around January 1st when the next newsletter comes out. Lori and Kelsey are exploring changing to a new system which will allow quick changes to our website. Question was raised about website traffic.

Action Item – NISC to make website statistics available to CEO.

6. Press releases on ISAC members (new/retiring) – Bob W. renewed his request for NISC to send out announcements to congressional representatives of new and re-appointed members of ISAC.

Action Item – Bob W. to send Lori sample announcement. NISC will draft announcements and send out after this ISAC meeting.

7. Miscellaneous

General discussion about existence of CEO given it is not a key strategy in the 2008-12 Strategic Plan but rather an extension of the Organizational Collaboration. General consensus of the group was that there is enough going on to justify its continued existence.

Action Item – None.

Invasive Species Exhibit at Smithsonian – No word from Jennifer Bine regarding this exhibit.

Action Item – Phyllis J. to ask Scott Miller if they are moving forward with this exhibit.

NISC Seal of Approval for educational outreach materials

Action Items – Bob and Damon to work on a process of submission